

## CALENDAR OF EVENTS

June 11

### **North Kohala Kamehameha Day Celebration, Big Island**

Held at the birth place of King Kamehameha, festivities include a floral parade, hoolaulea (street party), arts, crafts, live music, cultural demonstrations and the ceremonial draping of leis on the King Kamehameha statue.  
808-889-1299

June 11-13

### **Pan Pacific Festival/Matsuri In Hawaii, Oahu**

More than 4,000 musicians, dancers and artists from Japan will join their peers in Hawaii to perform at cultural events throughout the weekend.  
808-342-9448

June 16-20

### **Maui Film Festival, Maui**

Hawaiian culture and music join the big screen at the 5<sup>th</sup> Annual Maui Film Festival with daily screenings at the Maui Arts & Culture Center, Castle Theater and McCoy Studio Theater. For a full festival schedule please visit [www.mauifestival.com](http://www.mauifestival.com).  
808-572-3456.

June 30-July 7

### **Maui Invitational Band Festival, Maui**

A weeklong event featuring free concerts, workshops, classes and performers from New York, Thailand, Italy and Maui.  
808-667-2805.

**Note:** *These events are supported by HTA through its Product Enrichment and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.*

## Tourism in Hawaii

In honor of National Tourism Month, the HTA would like to recognize the key role that tourism plays in Hawaii, including its economic contributions to the state. According to the Department of Business, Economic Development and Tourism (DBEDT), tourism in 2003 remains Hawaii's economic driver, providing 172,000 jobs or 1 in every 5 jobs in Hawaii, producing \$10.7 billion or 22.3 percent of the Gross State Product, and generating \$1.08 billion tax dollars to the state and county government, or 24.2 percent of the total state and county tax revenues. That revenue finds its way into every segment of our society, supporting other state programs (e.g., schools, highways, police and parks) and contributing to an improved quality of life for all.

In addition, the HTA thanks all of those who support or are involved in our tourism industry for their efforts to make Hawaii a top visitor destination. We recognize that making Hawaii a great place to visit isn't anything that any single organization can do and that it requires the participation and active involvement of everyone in Hawaii.

## State Tourism Strategic Plan

On May 7, 2004, PBR Hawaii presented the findings from island meetings to the HTA's Strategic Planning Advisory Group at an all-day planning session. At that session, the Group and HTA staff continued working on elements for the first draft of the *2005 State Tourism Strategic Plan*. This draft is expected to be presented to the HTA Board at its July meeting, with the final product due by year-end. For more information, contact Lacey Kazama at 808-521-5631, or visit HTA's website at [www.hawaii.gov/tourism](http://www.hawaii.gov/tourism).

## Marketing Contractors Present Mid-Year Marketing Updates

HTA's five marketing contractors and the Hawaii Convention Center (HCC) presented their mid-year marketing updates at a public meeting held on May 12, 2004. The presentations can be viewed on the HTA Web site at [www.hawaii.gov/tourism](http://www.hawaii.gov/tourism).



## **Marketing Highlights**

### **Hawaii Visitors & Convention Bureau (HVCB)**

#### **Hawaii Arts Season Attracts Media Attention**

The Hawaii Arts Season has received extensive media coverage throughout North America, as a result of activities such as conducting media interviews (e.g., TV, radio and print) and attending travel media conferences. To date coverage highlights for the season, include:

- Satellite media tour that was picked up by 118 stations reaching 3,512,906 consumers; and
- Print coverage totaling a circulation of 9,661,718.



**Nathan Fong of BCTV in  
Canada interviews  
Roberta Rinker-Ludloff of  
Hilton Resorts Hawaii**

#### **Texas Sales Blitz Results in Bookings**

HVCB's CMI Division conducted a 5-day sales blitz to key corporate, association and incentive companies based in Fort Worth, Dallas, Austin and Houston, Texas during the first week of May. Joining efforts were the Prince Resorts Hawaii, Hilton Hawaiian Village, Marriott Resorts Hawaii and the Sheraton properties in Waikiki. The sales blitz resulted in securing tentative programs from 50 percent of the accounts called upon and conversion of over five single property bookings.

#### **HVCB and Hawaii Convention Center (HCC) Team up for "Springtime 2004"**

The HVCB together with the HCC and 14 other travel industry partners joined forces on May 13 at "Springtime 2004," sponsored by the Greater Washington Society of Association Executives in Washington, D.C. Approximately 4,500 key decision makers in the meeting and association industry attended the event. In addition to the tradeshow, HCC is spearheading the "First Annual Hawaiian Spring Fling," consisting of targeted client presentations and key sales calls.

### **Hawaii Tourism Japan (HTJ)**



**Main stage at Tour Expo 2004 in Osaka**

#### **HTJ Holds Series of Travel Trade Seminars**

This month, seminars targeted toward the travel trade were held in Sendai, Sapporo and Tokyo. Additional seminars will be conducted in June in Osaka and Nagoya.

#### **Hawaii Takes The Stage During Golden Week**

Golden Week was a golden opportunity for HTJ to capture the attention of the Japanese public. From May 1-5, HTJ participated in a series of events including "Aloha Hawaii" at Venus Fort, Tokyo; Tour Expo 2004 in Osaka; Carretta Festa at Shiodome, Tokyo; and the Third Hawaiian Festival in Hiroshima. HTJ gave audiences a taste of Hawaii by featuring mini-concerts by Jake Shimabukuro, appearances by Miss Hawaii Kanoelani Gibson and Hawaiian music performances. HTJ also sponsored radio specials with stations FM J-WAVE and FM 802.

#### **Japanese Travel Agents To Participate in Hawaii Fam Trip**

HTJ is organizing a familiarization tour for 10 Japanese travel agents, June 2-7, 2004. The group will visit Lanai and Oahu and participate in activities that highlight the cultural aspects of Hawaii.

## Hawaii Tourism Europe (HTE)

### **HTE Conducts Post Pow Wow Travel Expo**

HTE and Sun Islands Hawaii brought representatives from various European tour operators and Italian travel trade media to a Hawaii Travel Expo, April 29-May 6. In addition to enjoying first-hand experiences on the islands of Oahu, Maui and Big Island, the participants also met representatives from the state's hotel, transportation and attraction industries as well as representatives from the Island Chapters.



**HTE's Post Pow Wow Group**

### **German TV Show Spotlights Hawaii**

Meike Peplow from HTE's Munich office was a guest in the SWR TV studio for "Kaffee oder Tee." Peplow was interviewed and a 10-minute video on Hawaii was shown. The feature was accompanied by a viewer quiz about Hawaii and extensive coverage on the SWR website. "Kaffee oder Tee" is a daily afternoon informational television show that features topics such as health, culture, cuisine and travel. The 15-minute Hawaii feature attracted more than 110,000 viewers.



### **German Newspaper Offers Trip to Hawaii**

The beauty and diversity of the Hawaiian Islands was showcased in a 3-page spread of *Abendzeitung*, a south German daily newspaper, in a joint promotion by HTE and Eest Reisen. By answering various questions about the destination, readers of the newspaper could also enter a sweepstakes for a trip to Hawaii.

### **HTE Prepares for World Travel Mart**

In preparation for the World Travel Mart (WTM), HTE is busy making plans for various activities, including press conferences, one-on-one appointments with trade and media and other hosted events. Known as the world's leading travel exhibition, this event will take place from November 8-11, 2004. Anyone interested in participating with HTE at this year's WTM, please contact Vicky Moore at [Vickymoore@hillsbalfour.com](mailto:Vickymoore@hillsbalfour.com). Additional information about WTM can also be found at [www.worldtravelmart.co.uk](http://www.worldtravelmart.co.uk).

### **Hawaii Is OK!**

Hawaii was featured in more than 25 UK trade and consumer publications in April. One of the highlights was a double-page spread in the top celebrity publication, *OK! Magazine*, which has a weekly circulation of 575,000. The magazine's Hawaii feature was themed around the release of the blockbuster romantic comedy "50 First Dates."



**OK! Magazine**

## Hawaii Convention Center (HCC)

### **SMG Hawaii Announces New Promotion**

SMG Hawaii announces "Partnership is More Than 50/50," a new promotion designed to encourage clients to book events at the Hawaii Convention Center (HCC) before year-end. Any off-shore client booking a new event generating a minimum of 2,500 room nights on at least one night (peak night) during its convention is eligible for a 50 percent discount on estimated facility rent at HCC and \$50,000 in Hawaii-based destination support to offset event costs at the HCC. The promotion is limited to the first 10 events booked with a contract finalized by December 31, 2004. For more information, contact Randy Tanaka, 808-943-3500.



## **Hawaii Tourism Oceania (HTO)**

### **Festivities Surround Inaugural Flight From Sydney**

Hawaiian Airlines' first flight to Honolulu, which departed Sydney Airport on May 18, was celebrated through various industry events including a media luncheon with 30 Australian travel writers. Festivities continued at the airport gate where Polynesian Cultural Center performed and each passenger received a fresh flower lei prior to boarding.



**Polynesian Cultural Center Dancers Perform For Hawaiian Air's Inaugural Flight From Sydney**

### **Two Major Australian TV Shows Come To Hawaii**

HTO is assisting two of Australia's top television shows with shoots in Hawaii. Beginning in June, "The Great Outdoors" will be filmed on Kauai and the Big Island. The travel show has a weekly audience of over two million (10 percent of Australia's population). From June 28-July 2, "Channel 7 Sunrise," a morning TV show, will do a live broadcast from Oahu, with segments featuring all of the Hawaiian Islands.

## **Hawaii Tourism Asia (HTAsia)**

### **Hawaii Tourism Korea (HTK) Hosts Hawaii Movie Night**

More than 200 travel trade partners including travel agents, airlines and media enjoyed a showing by HTK of "50 First Dates" in April.

### **Hong Kong Media Experience Hawaii**

Hawaii Tourism Hong Kong organized an 8-day media tour to Hawaii in April. Participating media included *Hong Kong Economic Times* and *Sing Tao Daily*.



**HTK Hawaii Movie Night**

### **HTAsia Offers Promotional Opportunities**

HTAsia will be participating in the following travel trade events and invites Hawaii partners to attend:



#### **Taipei International Travel Fair (TITF), November 18 – 21, 2004**

Taiwan's only international travel-related fair, TITF offers great opportunities for business as well as the presentation of the latest travel products. For more information on the TITF 2004, please contact Jemy See of Hawaii Tourism Taiwan at [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com).

#### **China International Travel Mart 2004, November 25 - 28, 2004**

China's largest travel trade event, CITM offers exhibitors an opportunity to reach top-quality buyers from throughout China and thousands of consumers. For more information, contact Tina Yao of Hawaii Tourism China at [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com).

Aloha,

With the 2004 legislative session officially over on May 6, 2003, I wanted to send a very warm mahalo to each of you for your personal commitment, participation and support to improve Hawaii's visitor industry and ensure that it remains world-class. Additionally, I wanted to provide a quick summary of the legislative results as it pertains to the HTA.

### **2004 Legislative Results**

**Improving operations and increased funding.** The enactment of H.B. 2608, HTA's autonomy bill, will help streamline our processes and make us a more efficient, effective and responsive agency.

The effects of the new law are provided below:

- HTA receives an additional \$8 million appropriation in FY 2005 (in addition to its \$61 million budget) to help correct a fiscal anomaly which occurred when HTA was first established.
- HTA is exempted from DAGS' supervision of accounts (similar to the exemptions given to the University of Hawaii and the Department of Education). This will help to streamline our administrative processes and accounting procedures without sacrificing accountability standards.
- HTA has the ability to hire private attorneys in cases where the Attorney General's Office lacks sufficient expertise. HTA's diverse responsibilities often requires special legal expertise in a variety of specialized business areas such as marketing and management of the convention center, developing tourism marketing plans, marketing sports events, and activities related to the tourism product.
- The limit on HTA's administrative expenses is raised from 3.5 to 5 percent. This will provide HTA with the necessary resources to more effectively and efficiently carry out its various programs – business and leisure marketing, product development, sports, planning and communication – that address the totality of Hawaii's tourism industry.

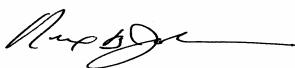
In addition to this measure, HTA was also successful in maintaining its exemption from state procurement, unlike some other state entities.

**Protecting and Increasing HTA Funding.** Another important goal this session was to ensure that HTA's funding be maintained, if not increased. Throughout the session, there were various measures to reduce funding to the Tourism Special Fund and the Convention Center Enterprise Special Fund as well as proviso parts of HTA's budget. To date, the Tourism Special Fund was increased by \$8 million to \$69 million for FY 05 (with no provisos), and the Convention Center Enterprise Special Fund was increased by \$2 million to \$48 million (for CIP). Additionally, in an effort to balance the state's budget, some state department lost vacant positions, however HTA was successful in maintaining its four vacant positions.

**Accountability.** Overall, the HTA has made great strides in successfully addressing the issues raised in last year's audit of its major contractors. As a result of its efforts, the Legislature did not convene a special investigative committee with subpoena powers to prolong the audit, did not initiate any further audits of the HTA or its major contractors, and did not make the audit a main issue during this legislative session.

Again, thank you for your support this year. We could not have been successful without your assistance and support, and we look forward to continuing our work with you, over the coming months.

Sincerely,



Rex D. Johnson  
President and Chief Executive Officer  
Hawaii Tourism Authority